

Project LEARN – Strategic Priorities 2019

1st Priority: Career Pathways (School-to-Career)



- Goal: increase Career Pathways & Internships by 50% in June – ON TRACK
- Program Income YTD:
 - \$48,300 (State Grant)
 - \$5,000 (indiv donor – Girls Who Code)
 - \$10,000 Circle Health*
 - Total: **\$63,300**
- Staff time: 39%+

2nd Priority: ArtUP Arts/STEAM Activities



- Goal: raise \$1M by Dec 2019
- Program Income YTD:
 - No new program income
 - \$200,000+ in pending requests
- Total: **\$0 new income**
 - (\$250K endowment)
- Staff time actuals: 15%

3rd Priority: BookNooks (School Readiness)



- Goal: expand to 20 BookNooks, increase distribution by 20%
- Program Income YTD:
 - \$10,000 (DCU)
 - \$25,000 in pending requests
 - Total rec'd: **\$10,000**
- Staff time actuals: 8%

4th Priority?*: Your Voice Matters



- Goal: develop routine meetings for Citywide Fam Council (CFC) & Student Voice Group
- Program Income YTD:
 - \$25,000 (Nellie Mae)
 - \$15,000 (GLCF)*
- Total rec'd: **\$40,000**
- Staff time: 20%
(35% in 2018)

April Fundraising Event



- Goal: Bring 300+ People to the event
 - Showcase PL Impact + 4-5 LHS student stories
 - **Raise \$50,000**
 - Sell 100 individual tickets
- Progress to date:**
- \$31K+ pledged/raised
 - 19 tickets sold
 - Staff Time: 18%

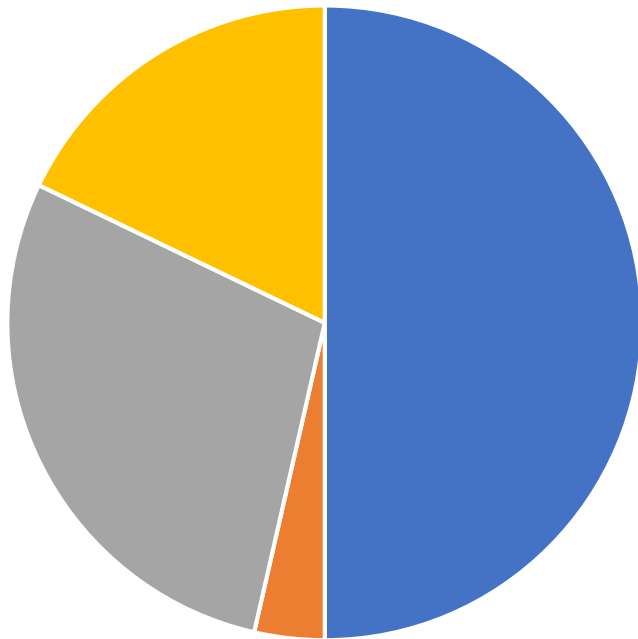
Alumni & Donor Communications: Increase alumni, corporate and individual donors by 25%. *Rationale:* This communications and donor engagement work needs to be **integrated into program expansion and sustainability**. Staff Time vs ROI: **15% Staff Time. ROI: \$50-60K.**

***Grant approved. Waiting to receive these funds....**

IDEA Camp – Summer 2019

- Partnership LPS, Project LEARN, UMass Lowell
- 5th-9th grade students **INVENT, BUILD & EXPERIMENT**
- Workshops: coding, science, design, architecture, robotics, urban farming, carnival games

RAISED by Project LEARN: **\$35,000** - **\$12,500 to go**



■ Project LEARN ■ UMass Lowell ■ Student fees ■ Need to raise





New After School Program:

girls who
CODE

Challenge: Today, only 1 in 5 computer science graduates = female.

Solution: Lowell's Girls Who Code program serves 177+ girls & 12 Lowell Public Schools teachers.

- Develop skills for high school, college & the work force
- Learn Scratch, Python, JavaScript, loops, variable etc.
- Interact with mentors, envision careers as computer scientists
- Team building to design & create a project that solves real world problems they care about.



Career Pathways + Internship Support

- Assist Lowell High with Environmental Sustainability, Health & Bioscience and Education Pathways
- Expand **work-based internships, career speakers & job site visits, professional mentors**

• **80%**  # of LHS student internships

• **88%**  # of employer partners



SAVE THE DATE!

Tuesday
June 11, 2019



Kids Summer BookFest

3:00 pm - 6:00 pm

Jack Kerouac Park | 75 Bridge Street, Lowell, MA



Activities include:

GAMES FREE BOOKS FOOD TRUCKS FACE PAINTING ALPHABET YOGA & MORE!

Thank you to our supporters!



Eastern Bank
JOIN US FOR GOOD



For a full list of sponsors: www.projectlearninc.org/booknooks

Kick off summer literacy
with us!

For more information contact
srivera@projectlearninc.org

"Lowell Loves to Learn" BookNooks

Delivering 22,030 books to Lowell kids since 2017.



Ongoing Program

YOUR VOICE MATTERS!

Citywide Family Council: 200+ Parents engaged; Monthly Meetings + Forums with a 22 person Leadership group

Student Voice Group: 44 participants; 3 focus areas this school year including mental health & suicide prevention.



Learn Today, Lead Tomorrow 4/24 at
5:30p.m.

Special guests: Marty Meehan, UMass President
& Congresswoman Lori Trahan

Career Pathways + Business Participation to Prepare
Next Gen Workforce

Cross Point Towers
900 Chelmsford Street Lowell MA

